©2021 Viacom International Inc. All Rights Reserved.

BIG NATE

LAUNCH KIT

SHOW SYNOPSIS

SHOW SYNOPSIS

Big Nate is a comedy about a sixth-grade kid who has a never-ending need to prove his awesomeness to the world. Whether he's dealing with disasters at home or detention at school, Nate Wright is no stranger to a challenge. Luckily, he's able to express himself through the world of cartoons that he creates. Charming, mischievous, and a magnet for misadventure – trouble is always fun when Nate is around. Just ask his friends!

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

NATE

WRIGHT (AGE 11)

Sixth-grader Nate Wright believes he is AWESOME... at least that's what he'll tell you. Truth is, he has his doubts... but he's not about to let the rest of the world know that. For this reason, Nate finds himself constantly trying to prove how great he is to everyone around him. But there are many bumps on the road to Awesome: from his annoying sister, to his academic archnemesis, to his pure evil social studies teacher. Does he let that beat him? No way. Awesomeness – as far as Nate is concerned – cannot be beaten. It's as much a part of Nate as breathing and drawing cartoons are. Cartoons are his super power - they express the way he feels and bring his overactive imagination to life. On the outside, Nate seems confident and sure of what he is doing, but his cartoons reveal who he truly is: a little uncertain, but very funny and always entertaining!

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

DEE DEE

HOLLOWAY (AGE 11)

Dee Dee is smart, excitable, and dreams of being an actress. She's able to pull off whatever the boys are incapable (or unwilling) to do, which makes her an invaluable member of the group. Even Nate is often in awe at the places she's willing to sneak into! Dee Dee craves excitement almost as much as she craves drama. Life is an adventure when she's with Nate, and she never feels more like herself than when she's taking part in one of his schemes. Still, Dee Dee is no follower. She's an independent thinker who will call out Nate and the gang if they're being idiots – especially to girls. Dee Dee isn't a goody-goody. She's just as mischievous as Nate - she just doesn't get caught as much.

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

FRANCIS

POPE (AGE 11)

Francis is Nate's voice of reason – the one who tries to keep Nate's wild ideas in check, or at least keep Nate out of unnecessary trouble. They have been inseparable since they met in kindergarten, and Francis is the friend Nate counts on the most. Most of the time Nate listens to Francis's sage advice, but not always - especially if Francis's sage advice stops Nate from doing something awesome. Truth is, Francis sees in Nate what he'd like to see in himself: fearlessness, street smarts, charm, and most importantly - a sense that Nate likes himself. For Francis, if a little of that can rub off on him, helping Nate with his awesome adventures is definitely worth it.

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

TEDDY

ORTIZ (AGE 11)

Teddy met Nate his second week after moving to town. From that day forth, he became Nate's main co-conspirator – a partner in chaos always willing to go along with Nate's crazy schemes. But he's no dummy - if there's a chance they'll get caught, Teddy has an amazing way of disappearing. On more than one occasion, Teddy has been right behind Nate, only to mysteriously VANISH when Nate gets caught. Teddy is also incredibly calm. The guy just never gets flustered! Secretly, Teddy is a total whiz at math, but he keeps it quiet because he's afraid his friends will just think of him as "the numbers guy." All in all, Teddy is the perfect sidekick. Together with Francis, Nate, and Dee Dee, they make a truly awesome squad!

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

CHAD APPLEWHITE (AGE 11)

Chad is one of Nate's good friends. He's a sweet, harmless kid with distinctive red hair and freckles. Nate loves Chad because – like Teddy – Chad is willing to help Nate with all his schemes. But unlike Teddy, Chad is not quite bright enough to run away when Nate's schemes go sideways. The problem is, Chad almost always messes up what he's been asked to do. Like the infamous "ghost pepper" incident where Chad's mistake led to Nate having butt fire for a month.

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

ELLEN WRIGHT (AGE 15)

Ellen is Nate's older sister and the object of much angst for Nate. Why? Because Ellen is perfect. Just ask any of Nate's teachers who had his sister as a student. Ellen is hardworking, reliable, and never once got detention. She actually liked her teachers and engaged in conversations with them after class... not because she was in trouble, but because she WANTED to talk to them. If Ellen has flaws, Nate's never seen them, but he's determined to find them anyway. Ellen, for her part, is well aware of her brother's reputation and has a foolproof way of dealing with his pranks when they're directed at her – she tells dad.

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

MARTIN

WRIGHT (AGE 40ISH)

Martin Wright is Nate and Ellen's father. Bald, out of shape, and divorced, life has not gone exactly as planned for Martin. Like his son, he is somewhat clueless about who he is, as opposed to how he is viewed by those around him. But being older, Martin has a better handle on his shortcomings. Character flaws aside, Martin is a great single dad. He always makes sure there is a meal and snacks for his kids. He never hands out candy at Halloween, instead preferring to bestow rice cakes or prunes. At the end of the day, Martin loves his son and daughter. Parenting two kids is tough, and he's doing it alone. But Martin doesn't complain. Well, he does complain, but who doesn't?

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

MRS GODFREY

(AGE 45)

Affectionately called the “CREATURE TEACHER” by Nate, Mrs. Godfrey more than lives up to the name. The woman is perpetually on edge and always waiting for someone – usually Nate – to step out of line. Every day for her is about survival. She is at war, and Nate is her chief enemy. For his part, Nate does not like Godfrey, but he doesn’t go out of his way to antagonize her either. In fact, he would love to do something right so she is not always on his case! Sadly, this has yet to happen. Far as Nate can tell, Godfrey’s only redeeming quality is her love of Sci-Fi, which is also a favorite of Nate’s.

nickelodeon

BIG NATE

LAUNCH KIT

CHARACTER BIO

PRINCIPAL NICHOLS

(AGE 42)

Principal Nichols is basically a good guy who struggles with being an authority figure. Nichols' approach with the kids has always been to engage them as a friend with lines like "How do you do, fellow kids?" Unfortunately, he always comes off as an adult who's trying way too hard to be "relevant" and "cool". Because of this, he routinely leaves himself open for ridicule from Nate and the other kids. Fortunately, because he is a very affable person, Nichols rarely gets upset by this. Every encounter with the students – regardless if it results in an explosion, major injury, nuclear meltdown, etc. – is a positive one. Nichols is a glass half full guy... unfortunately the glass usually has a hole in it.

nickelodeon

BIG NATE LAUNCH KIT LOGO

PRIMARY LOGO: 3D Logo

SECONDARY LOGO: Flat logo

COPYRIGHT/TRADEMARK NOTICE:
Full Length:

Shortened Version:

© 20XX Viacom International Inc. All Rights Reserved.

Shortest Version:

© 20XX Viacom.

nickelodeon™
©2021 Viacom International Inc. All Rights Reserved.

CHALOOPS BOLD

HEADER

ABCDEFGHIGKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

FONTS.ADOBE.COM/FONTS/CHALOOPS

COTTON REGULAR

SUB HEADER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

FONTS.ADOBE.COM/FONTS/COTTON

ROONEY SANS BOLD

BODY COPY

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

FONTS.ADOBE.COM/FONTS/ROONEY

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

Font is provided for creative reference only. Actual use of the font may require your business to secure its own font software license, at its own cost, directly from the font owner.

13

NWFONT REGULAR

SHOW FONT

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxxz

NWFONT2 REGULAR

SHOW FONT

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxxz
1234567890!@#$%□&*()

NWFONT3 REGULAR

SHOW FONT

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxxz
1234567890!@#$%□&*()

NWFONT4 REGULAR

SHOW FONT

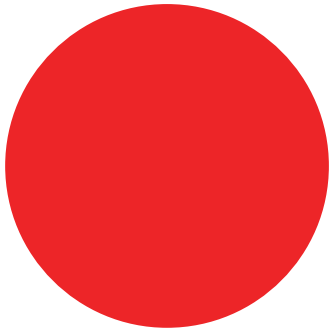
ABCDEFGHIGKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

BIGN_LK_FONT_NWFONT

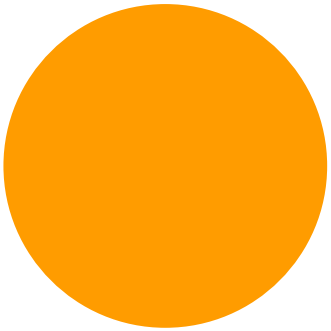
nickelodeon™
©2021 Viacom International Inc. All Rights Reserved.

Font is provided for creative reference only. Actual use of the font may require your business to secure its own font software license, at its own cost, directly from the font owner.

BIG NATE LAUNCH KIT
COLOR PALETTE



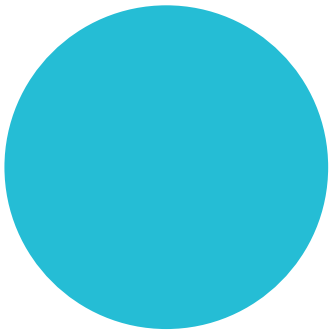
#ED2528
PANTONE 1788C
C:0 M:100 Y:100 K:0



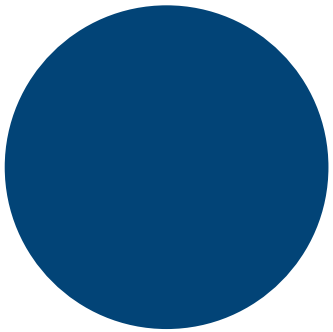
#FF9C00
PANTONE 137C
C:0 M:46 Y:100 K:0

#FFF100
PANTONE 803C
C:4 M:0 Y:94 K:0

#C0D62E
PANTONE 611C
C:30 M:0 Y:100 K:0



#25BDD5
PANTONE 319C
C:0 M:46 Y:100 K:0



#024477
PANTONE 7693C
C:100 M:80 Y:25 K:12

nickelodeon™
©2021 Viacom International Inc. All Rights Reserved.

The colors shown on this page and throughout this style guide have not been evaluated by Pantone,Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc. PANTONE colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.

Files available for download at central.viacomcbs.com

BIGN_LK_BG_001_CGI

BIGN_LK_BG_002_CGI

BIGN_LK_BG_003_CGI

BIGN_LK_BG_004_CGI

©2021 Viacom International Inc. All Rights Reserved.

BIGN_LK_BG_005_CGI

BIGN_LK_BG_006_CGI

BIGN_LK_BG_007_CGI

BIGN_LK_BG_008_CGI

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

Files available for download at central.viacomcbs.com

BIGN_LK_BG_009_CGI

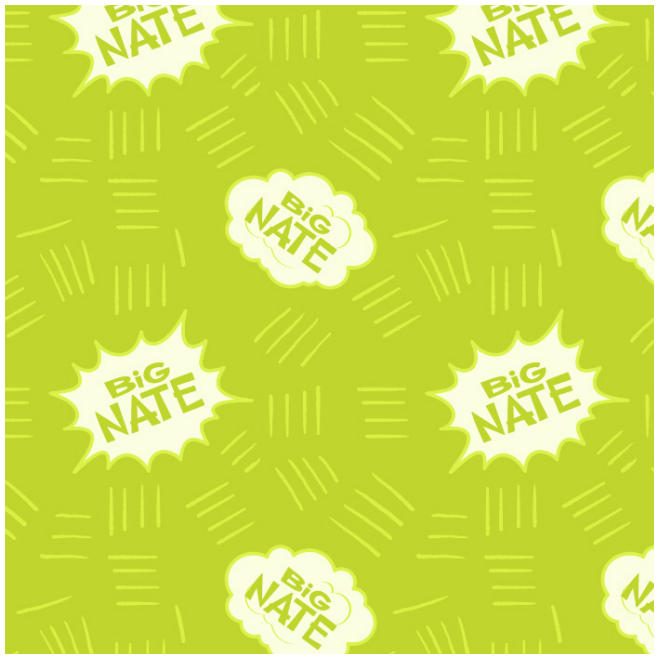
BIGN_LK_BG_010_CGI

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE LAUNCH KIT PATTERNS

BIGN_LK_PTN_001_CGI

BIGN_LK_PTN_002_CGI



BIGN_LK_PTN_003_CGI

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE LAUNCH KIT

Files available for download at central.viacomcbs.com

BIGN_LK_NATE_001_CGI

BIGN_LK_NATE_002_CGI

BIGN_LK_NATE_003_CGI

BIGN_LK_NATE_004_CGI

BIGN_LK_DEEDEE_001_CGI

BIGN_LK_DEEDEE_002_CGI

BIGN_LK_DEEDEE_003_CGI

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

Files available for download at central.viacomcbs.com

BIGN_LK_FRANCIS_001_CGI

BIGN_LK_FRANCIS_002_CGI

BIGN_LK_FRANCIS_003_CGI

BIGN_LK_TEDDY_001_CGI

BIGN_LK_TEDDY_002_CGI

BIGN_LK_TEDDY_003_CGI

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

BIGN_LK_CHAD_001_CGI

BIGN_LK_CHAD_002_CGI

BIGN_LK_CHAD_003_CGI

BIGN_LK_ELLEN_001_CGI

BIGN_LK_ELLEN_002_CGI

BIGN_LK_MARTIN_001_CGI

BIGN_LK_MARTIN_002_CGI

nickelodeon™
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

BIGN_LK_GODFREY_001_CGI

BIGN_LK_GODFREY_002_CGI

BIGN_LK_NICHOLS_001_CGI

BIGN_LK_NICHOLS_002_CGI

BIGN_LK_GALVIN_001_CGI

BIGN_LK_ROSA_001_CGI

BIGN_LK_JOHN_001_CGI

BIGN_LK_ZORA_001_CGI

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

Files available for download at central.viacomcbs.com

BIGN_LK_JENNY_001_CGI

BIGN_LK_ARTHUR_001_CGI

BIGN_LK_CRESSLY_001_CGI

BIGN_LK_GINA_001_CGI

BIGN_LK_ZEFF_001_CGI

BIGN_LK_SPITSY_001_CGI

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

BIGN_LK_GRP_001_CGI

BIGN_LK_GRP_004_CGI

BIGN_LK_GRP_005_CGI

BIGN_LK_GRP_008_CGI

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
CHARACTER ART

BIGN_LK_GRP_006_CGI

BIGN_LK_GRP_007_CGI

BIGN_LK_GRP_002_CGI

BIGN_LK_GRP_003_CGI

nickelodeon™
©2021 Viacom International Inc. All Rights Reserved.

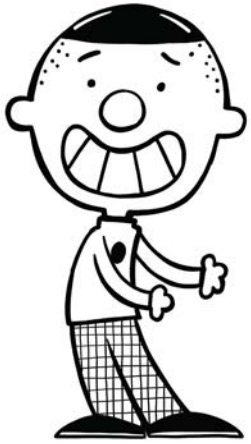
Files available for download at central.viacomcbs.com

BIGN_LK_GRP_009_CGI

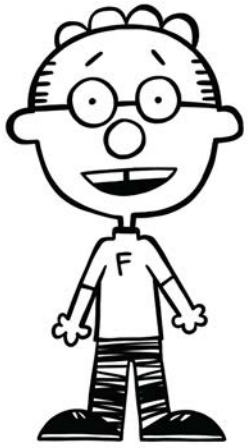
nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

While Big Nate is a CGI series, 2D designs are used as a tool to show us what Nate is thinking. Nate uses these designs to break the 4th wall and talk to the audience as a way to explain a storyline or express his feelings. Nate alone owns the 2D designs, no other character in the series utilizes this storytelling tool. Only use these 2D poses when illustrating what Nate would be thinking.

BIGN_LK_NATE_001_2D



BIGN_LK_TEDDY_001_2D



BIGN_LK_FRANCIS_001_2D

BIGN_LK_DEEDEE_002_2D

BIGN_LK_DEEDEE_001_2D

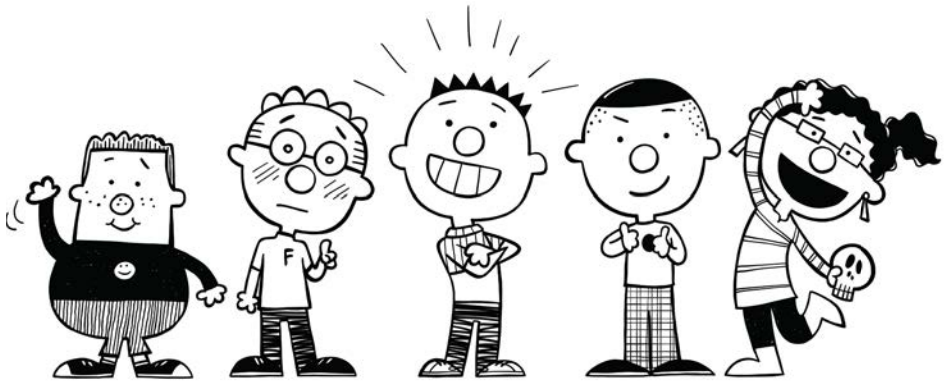
BIGN_LK_CHAD_001_2D

BIGN_LK_GALVIN_001_2D

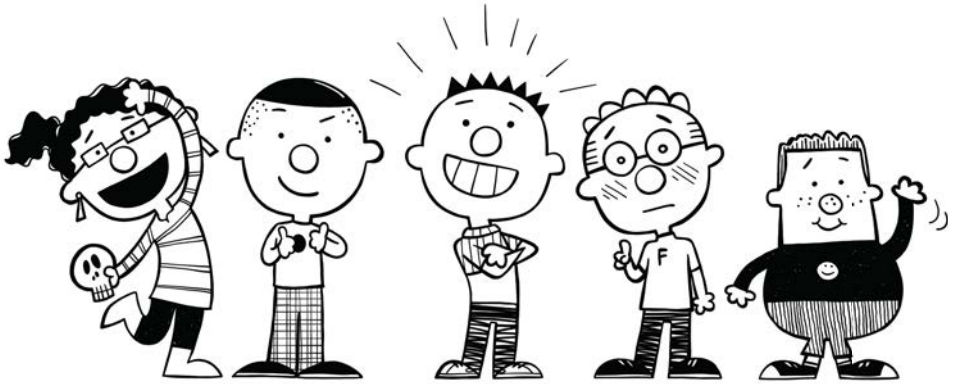
BIGN_LK_GODFREY_001_2D

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

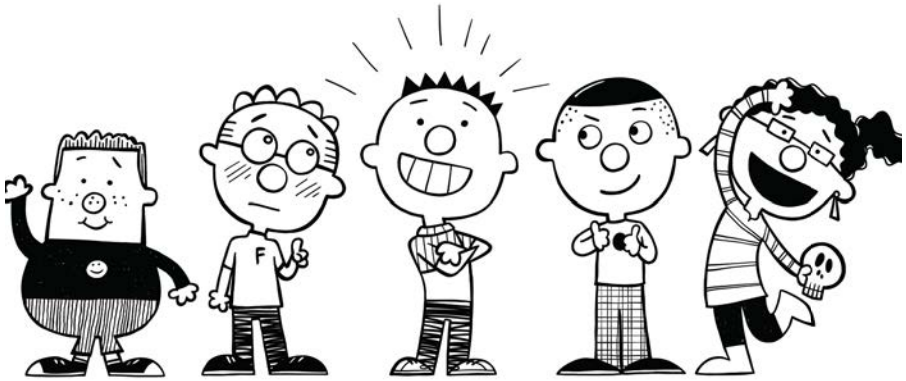
While Big Nate is a CGI series, 2D designs are used as a tool to show us what Nate is thinking. Nate uses these designs to break the 4th wall and talk to the audience as a way to explain a storyline or express his feelings. Nate alone owns the 2D designs, no other character in the series utilizes this storytelling tool. Only use these 2D poses when illustrating what Nate would be thinking.



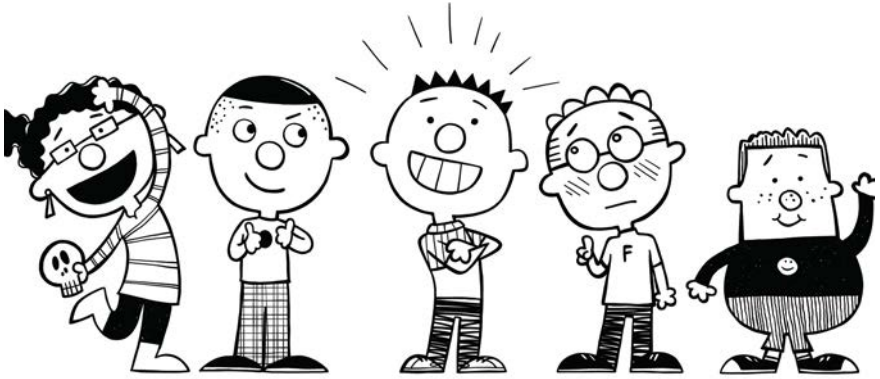
BIGN_LK_GRP_003_2D



BIGN_LK_GRP_004_2D



BIGN_LK_GRP_001_2D



BIGN_LK_GRP_002_2D

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
SIZE CHART

NATE	DEE DEE	FRANCIS	TEDDY	CHAD	ELLEN
4'0"	4'2"	4'2"	3'6"	3'1"	6'0"

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
SIZE CHART

MARTIN	ZEFF	ARTUR	JENNY	GINA	KIM
6'6"	6'2"	4'1"	3'6"	4'1"	3'4"

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
SIZE CHART

GODFREY
6'1"

GALVIN
7'1"

NICHOLS
6'7"

ROSA
6'7"

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
SIZE CHART

COACH JOHN
7'0"

ZORA
6'6"

SPITSY
3'3"

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
KEY ART

Files available for download at central.viacomcbs.com

BIGN_KA_001_VERT

This key art is under embargo until 2/17/22.
For any needs prior to then reach out to
lea.sheloush@nick.com for approval.

nickelodeon

©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
KEY ART

BIGN_KA_001_HORZ

This key art is under embargo until 2/17/22.
For any needs prior to then reach out to
lea.sheloush@nick.com for approval.

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
COMPLEMENTARY KEY ART

This key art is under embargo until 3/3/22.
For any needs prior to then reach out to
lea.sheloush@nick.com for approval.

BIGN_KA_002_VERT

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

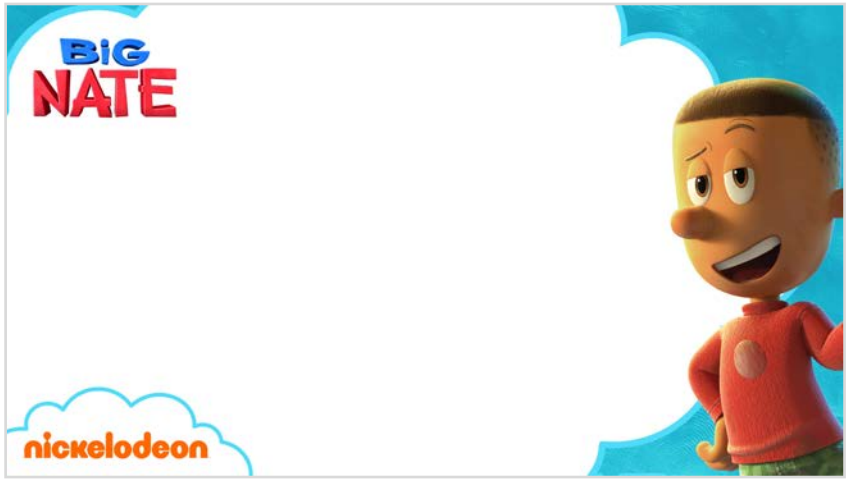
BIG NATE
LAUNCH KIT
COMPLEMENTARY KEY ART

This key art is under embargo until 3/3/22.
For any needs prior to then reach out to
lea.sheloush@nick.com for approval.

BIGN_KA_003_HORZ

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
POWERPOINT



BIGN_LK_PPT

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE LAUNCH KIT POWERPOINT

BIGN_LK_PPT

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE LAUNCH KIT
FONT CLEARANCE

CHALOOPS BOLD
These fonts are provided for creative reference only. Actual use of the above fonts require your business to secure its own font software license, at its own cost. This font is available on Adobe. Please submit query to PCLO Department (Valerie.McFaddin@viacom.com) for further clearance.

COTTON REGULAR
These fonts are provided for creative reference only. Actual use of the above fonts require your business to secure its own font software license, at its own cost. This font is available on Adobe. Please submit query to PCLO Department (Valerie.McFaddin@viacom.com) for further clearance.

ROONEY SANS BOLD
These fonts are provided for creative reference only. Actual use of the above fonts require your business to secure its own font software license, at its own cost. This font is available on Adobe. Please submit query to PCLO Department (Valerie.McFaddin@viacom.com) for further clearance.

BIG NATE ORIGINAL FONT
This font was hand drawn by the series creator and cleared for usage in series promotion, marketing, and on product. Please submit query to PCLO Department (Valerie.McFaddin@viacom.com) for further clearance.

nickelodeon
©2021 Viacom International Inc. All Rights Reserved.

BIG NATE
LAUNCH KIT
LEGAL

APPROVAL PROCEDURE

Any usage of Big Nate name or likeness must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

REQUIRED COPYRIGHT AND TRADEMARK NOTICES

The names and likenesses of all Nickelodeon Big Nate characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries.
A copyright and trademark notice in the following form MUST appear on all licenses merchandise:

Full Length:©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Big Nate and all related titles, logos and characters are trademarks of Viacom International Inc.

Shortened: ©202_ Viacom International Inc. All Rights Reserved

Shortest: ©202_ Viacom International Inc.

The year to be included in the notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo.

In addition, the symbols © or ™, as applicable, should appear next to the first or most prominent use of the name Big Nate and any characters when they appear on a piece of licensed merchandise or in any advertising copy.

On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

NOTE: The above notices are for use in the United States and Canada ONLY. Because of variations in laws in some countries, notices and legal procedures must be cleared with Nickelodeon before advertising or marketing products in other countries.

PROOF